

### ABSTRACT

A system for providing on-line creation of printable products such as, announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, stickers, and other social expression products. The printable products are selectable from a list, and modifiable on-line to provide a user-customized product. The customized printable product may be printed at the user's local printer or stored in a file for later access. Modifications to the printable product include modification of text elements (e.g., formatting, such as font, point size, color, and alignment), and graphical elements. A plug-in is downloaded to a user's PC to enhance the functionality of the user's browser to customize and print the printable product.